

IN THE CLAIMS

Please amend the claims as follows:

1-36. (Canceled)

37. (Currently Amended) An apparatus for determining a share of profits comprising:

registering means for receiving first predetermined information of a content creator and for storing the first predetermined information;

receiving means for receiving from a ~~device~~ personal computer of ~~[[a]]~~ the content creator via internet, content data and second predetermined information including at least category information indicating genre of the content data, created by the content creator, which is appointed by the personal computer of the content creator after the personal computer of the content provider is authenticated based on the first predetermined information, the content data including advertising data affixed thereto, said advertising data being affixed based on commercial desired data generated in response to a selection by the content creator;

accessing means for accessing the content data received from the device of the content creator;

transmission means for transmitting, via a network, selected content data to one or more user locations, in response to a request from the one or more user locations for the selected content data;

calculating means for calculating a share of profits to be earned by the content creator;
and

storing means for storing the share of profits for the content creator in a content creator information database.

38. (Previously Presented) The apparatus according to claim 37, wherein the request from the one or more user locations includes an indication to include advertising data with the content data.

39. (Previously Presented) The apparatus according to claim 37, wherein the request from the one or more user locations includes an indication to exclude advertising data from the content data.

40. (Currently Amended) The apparatus according to claim 37, wherein the calculating means calculates the share of profits to be earned by the content creator ~~as a function of connection fee data by~~

adding a connection fee of an Internet service provider and a service fee of an application service provider to determine a service user charges, the Internet service provider connecting the personal computer of the content provider to the Internet and the application service provider storing the content data,

retrieving data representing a number of times the content data created by the content creator was accessed by users of the application service provider,

determining an amount of money that corresponds to the number of times the content data created by the content creator was accessed by users of the application service provider, and

subtracting the amount of money that corresponds to the number of times the content data created by the content creator was accessed by users of the application service provider

from the service user charges to determine the share of profits to be earned by the content creator.

41. (Previously Presented) The apparatus according to claim 37, wherein the calculating means calculates the share of profits to be earned by the content creator as a function of use fee data.

42. (Previously Presented) The apparatus according to claim 37, wherein the calculating means calculates a credit quantity as a function of the share of profits to be earned by the content creator.

43. (Previously Presented) The apparatus according to claim 42, wherein the credit quantity is applied to one or more purchases over the network.

44. (Canceled)

45. (Previously Presented) The apparatus according to claim 37, further comprising: generating means for generating content data that is accessed by the accessing means, wherein the generating means positions the advertising data at one or more particular region of the content data.

46. (Previously Presented) The apparatus according to claim 45, wherein the region is a head portion.

47. (Previously Presented) The apparatus according to claim 37, wherein the calculating means calculates a contribution quantity as a function of a contribution indication.

48. (Currently Amended) A method for determining a share of profits comprising:
receiving first predetermined information of a content provider and for storing first predetermined information;

receiving from a ~~device~~ personal computer of [[a]] the content creator via internet, content data and second predetermined information including at least category information indicating genre of the content data which is appointed by the personal computer of the content creator after the personal computer of the content creator is authenticated based on the first predetermined information, the content data including advertising data affixed thereto, said advertising data being affixed based on commercial desired data generated in response to a selection by the content creator;

accessing the content data received from the device of the content creator;

transmitting, via a network, selected content data to one or more user locations, in response to a request from the one or more user locations for the selected content data;

calculating a share of profits to be earned by the content creator; and

storing the share of profits for the content creator in a content creator information database.

49. (Previously Presented) The method according to claim 48, wherein the request from the one or more user locations includes indicating inclusion of advertising data with the content data.

50. (Previously Presented) The method according to claim 48, wherein the request from the one or more user locations includes indicating exclusion of advertising data from the content data.

51. (Currently Amended) The method according to claim 48, wherein the calculating step calculates the share of profits to be earned by the content creator ~~as a function of connection fee data by~~

adding a connection fee of an Internet service provider and a service fee of an application service provider to determine a service user charges, the Internet service provider connecting the personal computer of the content provider to the Internet and the application service provider storing the content data,

retrieving data representing a number of times the content data created by the content creator was accessed by users of the application service provider,

determining an amount of money that corresponds to the number of times the content data created by the content creator was accessed by users of the application service provider, and

subtracting the amount of money that corresponds to the number of times the content data created by the content creator was accessed by users of the application service provider from the service user charges to determine the share of profits to be earned by the content creator.

52. (Previously Presented) The method according to claim 48, wherein the calculating step calculates the share of profits to be earned by the content creator as a function of use fee data.

53. (Previously Presented) The method according to claim 48, wherein the calculating step calculates a credit quantity as a function of the share of profits to be earned by the content creator.

54. (Previously Presented) The method according to claim 53, further comprising applying the credit quantity to one or more purchases over the network.

55. (Canceled)

56. (Previously Presented) The method according to claim 48, further comprising:
generating the content data that is accessed; and
positioning the advertising data at one or more particular regions of the content data.

57. (Previously Presented) The method according to claim 56, wherein the region is a head portion.

58. (Previously Presented) The method according to claim 48, further comprising calculating a contribution quantity as a function of a contribution indication.

59. (Currently Amended) A computer readable storage medium encoded with instructions, which when executed by a computer causes the computer to implement a method for determining a share of profits, the method comprising:

receiving first predetermined information of a content provider and for storing the first predetermined information;

receiving from a ~~device~~ personal computer of ~~[[a]]~~ the content creator via internet, content data and second predetermined information including at least category information indicating genre of the content data which is appointed by the personal computer of the content creator after the personal computer of the content provider is authenticated based on the first predetermined information, the content data including advertising data affixed thereto, said advertising data being affixed based on commercial desired data generated in response to a selection by the content creator;

accessing the content data received from the device of the content creator;

transmitting, via a network, selected content data to one or more user locations, in response to a request from the one or more user locations for the selected content data;

calculating a share of profits to be earned by the content creator; and

storing the share of profits for the content creator in a content creator information database.

60. (Previously Presented) The computer readable storage medium according to claim 59, wherein the request from the one or more user locations includes an indication to include advertising data with the content data.

61. (Previously Presented) The computer readable storage medium according to claim 59, wherein the request from the one or more user locations includes an indication to exclude advertising data from the content data.

62. (Currently Amended) The computer readable storage medium according to claim 59, wherein the calculating calculates the share of profits to be earned by the content creator as ~~a function of connection fee data~~

adding a connection fee of an Internet service provider and a service fee of an application service provider to determine a service user charges, the Internet service provider connecting the personal computer of the content provider to the Internet and the application service provider storing the content data,

retrieving data representing a number of times the content data created by the content creator was accessed by users of the application service provider,

determining an amount of money that corresponds to the number of times the content data created by the content creator was accessed by users of the application service provider, and

subtracting the amount of money that corresponds to the number of times the content data created by the content creator was accessed by users of the application service provider from the service user charges to determine the share of profits to be earned by the content creator.

63. (Previously Presented) The computer readable storage medium according to claim 59, wherein the calculating calculates the share of profits to be earned by the content creator as a function of use fee data.

64. (Previously Presented) The computer readable storage medium according to claim 59, wherein the calculating calculates a credit quantity as a function of the share of profits to be earned by the content creator.

65. (Previously Presented) The computer readable storage medium according to claim 64, further comprising applying the credit quantity to one or more purchases over the network.

66. (Canceled)

67. (Previously Presented) The computer readable storage medium according to claim 59, further comprising:

positioning the advertising data at one or more particular regions of the content data.

68. (Previously Presented) The computer readable storage medium according to claim 67, wherein the particular region is a head portion.

69. (Previously Presented) The computer readable storage medium according to claim 59, further comprising calculating a contribution quantity as a function of a contribution indication.

70-96. (Canceled)

97. (Currently Amended) An apparatus for determining a share of profits comprising:

a registering unit configured to receive first predetermined information from a content creator;

a storage unit configured to store the first predetermined information;

a receiving unit configured to receive from a ~~device~~ personal computer of ~~[[a]]~~ the content creator via internet, content data and second predetermined information including at least category information indicating genre of the content data which is appointed by the personal computer of the content creator after the personal computer of the content creator is authenticated, the content data including advertising data affixed thereto, said advertising

data being affixed based on commercial desired data generated in response to a selection by the content creator;

an accessing unit configured to access the content data received from the device of the content creator;

a transmission unit configured to transmit, via a network, selected content data to one or more user locations, in response to a request from the one or more user locations for the selected content data;

a calculating unit configured to calculate a share of profits to be earned by the content creator; and

a storing unit configured to store the share of profits for the content creator in a content creator information database.

Claim 98 (New). The apparatus of Claim 37, wherein the registering means creates a user information database table based on the first predetermined information, matches a URL to a user ID of the content creator, stores the matching URL and the user ID of the content creator in the user information database table, stores data representing a number of times the content data created by the content creator was accessed by users of the application service provider, stores a connection fee of an Internet service provider and a service fee of an application service provider, the Internet service provider connecting the personal computer of the content provider to the Internet and the application service provider storing the content data, supplies the personal computer of the content creator with automatic upload software programmed to automatically connect to the URL matching the user ID of the content creator and to store the content data created by the content creator in an exclusive memory area in a server oriented to the URL.